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The Journal of the American Newspaper Publishers Association

ALOHA ANPA

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INDEX VOLUME 10, NUMBER 6 JUNE 1988

Convention Report *It wasn't only a convention, it was also an education for newspaper executives attending ANPA's 102nd annual assembly in Honolulu. The 50th state, closer to Tokyo than to Chicago, provided an appropriate setting for a special program focusing on the Pacific region. But the discussions in tropical Hawaii were not limited to global economics and politics; they were balanced by topical sessions of particular importance to the world of newspapering: recruiting minority staffers, building readership and advertising, and finding people to deliver the paper.* **40**

Who wants what? *Syndicates get that question from would-be artists and writers. Then they ask it of editors. The answers are elusive.* **8**

Cleaning up the act *Modern pressrooms are not as messy or noisy as their predecessors, but they still retain some of the old atmosphere.* **16**

Research and cobwebs *Many small newspapers allow market studies to collect dust. Ottaway Newspapers is trying to change all that.* **22**

Showing off *So many trade shows, so little time. They're necessary, however. Just ask the people lined up at booths at ANPA/TEC and other print expositions.* **33**

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VDT bill *The executive of Suffolk County, N.Y., is considering signing a bill that for the first time would regulate VDT working conditions in private business.* **78**

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ANPA/TEC preview *Fifteen acres of exhibits and a wide range of workshops await in Atlanta this month. It all adds up to a "must see" show.* **116**

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Prescription proposed *The ANPA-affiliated libel- and strike-insurance programs need more participation by members, publishers are told.* **140**

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CHAIRMAN'S CORNER

Continuity and change in the year ahead

When thinking about my first column for **presstime**, two themes came to mind—continuity and change. I believe they represent a fair view of the ANPA for the year ahead.

Continuity has, indeed, been a cornerstone of our Association when it comes to freedom of the press. We have been, and will remain, unwavering in our defense of this constitutionally protected right. We will resist any and all efforts to restrict the free flow of news and our ability to gather and publish it.

Arthur Ochs Sulzberger

We also have continuity in many of our ANPA programs. Many of the challenges facing ANPA are not new to you. For instance, we will continue our efforts at working toward a literate America. We will work with renewed vigor toward sexual and racial diversity in our work force. Indeed, people—how we woo, hire and train them—will be high on our list of ongoing programs.

And there will be continuity in many of our production programs. We will move ahead with paper, ink and printing technologies to ensure that our members can be as close to the cutting edge of technology as they wish to be.

We have continuity in our staff. Under the able leadership of Jerry Friedheim, the dedicated men and women at Reston support us in an articulate, competent and comprehensive manner. They work as a team, and that team is vital to our industry.

Finally, we have continuity in the leadership of your Association. Since the advent of a one-year term for chairman, your Board, under the fine leadership of George Wilson, has worked closer than ever to ensure broad-based decision-making. This is essential as we steer our ANPA ship. The last thing we want with each annual change of leadership is to zig and then zag.

This leads to the second part of my theme, change. Our organization represents a unique industry—an industry that after the end of each day throws out its product and starts all over again. To deal with this living industry we must have a living organization to represent us. And to do that, we must have an organization that is both flexible and willing to change.

There are a number of challenges facing us in the year ahead:

- We will have a new national administration to know, and members of it must be made aware in an expeditious manner of the views of ANPA.
- We will have a new Congress to educate.
- We will face increasing challenges on the ecological front, from bulk-waste problems to those of inks that may be deemed to carry toxic ingredients.

So, flexibility and the ability to respond in a speedy, yet thoughtful, manner must be built into our procedures. This brings me back to George Wilson, who led us through a remarkable year of both continuity and change.

In his first column in this corner a year ago, he wrote:

"ANPA enters its second century with a change to a one-year term for its chairman. After only 12 months, the familiar face of Alvah Chapman, Knight-Ridder chairman, is replaced in this column by that of George Wilson of Concord, N.H. Who?"

Scratch the Who.

Arthur Ochs Sulzberger
ANPA Chairman

ANPA

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Another billion-dollar spending year planned by U.S. and Canadian newspapers

Newspapers participating in ANPA's annual survey of capital expenditures spent $1.2 billion last year on projects ranging from new buildings and plant expansions to printing presses and vending machines. Thus, the billion-dollar barrier was hurdled for the third straight year.

And the 490 U.S. and Canadian newspaper plants responding to the survey projected expenditures of $1.6 billion for 1988. (See charts below.)

All 1,100 plants that print ANPA-member newspapers were mailed copies of the questionnaire earlier this year, and the response rate exceeded that of 1987, when 434 plants returned forms. The annual fluctuation in response must be taken into account when making year-to-year comparisons, said Peter P. Romano, ANPA director/technical services.

In 1987, the survey participants spent $280.6 million on plant expansion, modernization, land, additions and new facilities, down considerably from $474.5 million in '86. But the newspapers estimated they will spend $540.9 million for these purposes this year.

The 490 plants in the survey projected 1988 expenditures of $1.6 billion.

New equipment purchases were $894.9 million in 1987, up from $660.9 million a year earlier. For this year, new equipment purchases are expected to be just over $1 billion.

In more specific detail, the survey indicated:

- The pressroom remains, by far, the area where newspapers spend the most money. In 1987, $434.2 million was spent on equipment there—nearly twice the 1986 figure, $240 million. The number is projected to climb even higher this year, to $500 million.
- The mailroom is another area of heavy spending. In 1987, $97.4 million was spent to equip mailrooms, the same amount as in '86. A sizable jump, to $115 million, is projected for this year.
- There was a huge increase in spending for personal computers—from $7.3 million in 1986 to $20.4 million last year. Spending for PCs was projected to drop back to $12.2 million this year.
- Front-end computer systems still account for a much larger portion of newspaper budgets than PCs: $100.3 million in 1987 (unchanged from 1986) and a projected $120.6 million this year.
- Equipment expenditures for newsprint handling and newsprint warehouses dropped from $19.3 million in 1986 to $14 million in '87, but they are projected to rise to $32 million this year.
- Expenditures for color-scanner purchases also dropped last year from $12.5 million to $10.5 million. A big jump is projected for 1988, to $20.3 million.
- Money spent on new buildings was down in 1987—$114 million, compared with $186.9 million a year earlier. But a 1988 building boom is expected to cost $308.8 million.

Chart 1—1988 Estimates

Newspaper Plants Participating[1]	U.S. 464	Canada 26	Totals 490
Plant Expansion and Modernization			
New building	$308,637,530	$ 120,000	$308,757,530
Addition to existing building and/or satellite building	72,995,735	280,000	73,275,735
Modernization of existing building	99,890,213	3,937,600	103,827,813
Additional land, parking, garage	54,634,370	422,400	55,056,770
Subtotal	$536,157,848	$4,760,000	$540,917,848
Telecommunications	4,376,851	0	4,376,851
New Equipment			
Computers (hardware and software)			
Front-end systems—editorial, classified, advertising	$ 117,168,421	$ 3,473,700	$120,642,121
Business—accounting, circulation	71,081,995	1,631,640	72,713,635
Personal computers	11,714,895	483,600	12,198,495
Library systems	3,060,359	57,200	3,117,559
Composing room	46,094,725	914,400	47,009,125
Camera—platemaking, editorial photo department	29,144,481	369,476	29,513,957
Color scanners and color separation equipment	19,727,225	602,400	20,329,625
Pressroom	497,570,496	2,095,160	499,665,656
Mailroom	109,280,816	5,623,582	114,904,398
Newsprint handling and warehouse equipment	31,922,593	46,400	31,968,993
Energy, power and security management systems	12,532,371	472,000	13,004,371
New telephone and radio systems	17,986,721	102,488	18,089,209
Transportation—automobiles and trucks	41,229,799	917,656	42,147,455
New furniture and office equipment	32,878,988	710,820	33,589,808
Newspaper vending machines	8,146,332	2,272,022	10,418,354
Commercial or job printing equipment	4,922,954	1,000,000	5,922,954
Waste Ink Reclaiming Equipment	2,127,743	0	2,127,743
Other	10,565,593	352,475	10,918,068
Subtotal	$1,067,156,507	$21,125,024	1,088,281,531
Estimated Total Outlays	$1,607,691,206	$25,885,024	$1,633,576,230

[1] Figures represent only those ANPA-member plants reporting and not all daily newspapers.

Chart 2—1987 Expenditures

Newspaper Plants Participating[1]	U.S. 464	Canada 26	Totals 490
Plant Expansion and Modernization			
New building	$113,403,441	$ 648,800	$114,052,241
Addition to existing building and/or satellite building	50,980,823	156,554	51,137,377
Modernization of existing building	84,246,088	1,076,196	85,322,284
Additional land, parking, garage	29,130,793	1,013,080	30,143,873
Subtotal	$277,761,145	$2,894,630	$280,655,775
Telecommunications	8,406,963	21,600	8,428,563
New Equipment			
Computers (hardware and software)			
Front-end systems—editorial, classified, advertising	$ 97,182,087	$ 3,117,054	$100,299,141
Business—accounting, circulation	44,214,639	4,288,574	48,503,213
Personal computers	11,968,710	8,383,546	20,352,256
Library systems	1,637,680	68,347	1,706,027
Composing room	19,257,690	1,210,298	20,467,988
Camera—platemaking, editorial photo department	13,649,972	400,383	14,050,355
Color scanners and color separation equipment	10,000,291	543,996	10,544,287
Pressroom	431,924,144	2,341,561	434,265,705
Mailroom	93,640,152	3,762,320	97,402,472
Newsprint handling and warehouse equipment	13,471,322	621,647	14,092,969
Energy, power and security management systems	11,222,157	375,900	11,598,057
New telephone and radio systems	21,760,494	532,782	22,293,276
Transportation—automobiles and trucks	38,513,846	1,529,355	40,043,201
New furniture and office equipment	33,055,198	1,005,027	34,060,225
Newspaper vending machines	10,724,913	1,207,433	11,932,346
Commercial or job printing equipment	4,794,535	63,269	4,857,804
Waste Ink Reclaiming Equipment	1,017,083	300,163	1,317,246
Other	6,847,559	278,353	7,125,912
Subtotal	$864,882,472	$30,030,008	894,912,480
Total Outlays	$1,151,050,580	$32,946,238	$1,183,996,818

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• Additions to existing buildings/and or satellite buildings also declined steeply last year when compared with the previous year. In 1987, $51.1 million was spent in this category, compared with $144.3 million in 1986. In 1988, survey participants estimated they would spend $73.2 million to add space to their newspaper buildings.

• The composing room continues to be an expensive place to furnish. In 1986, respondents spent $15.7 million on equipment there, and in 1987, $20.5 million. This year the figure is expected to soar to $47 million.

• Spending for telephone and radio systems went from $13 million in '86 to $22.2 million last year. In 1988, it is projected to be $18 million.

• Other telecommunications expenditures for '87 totaled $8.4 million, up from $6 million in 1986. The estimated figure for 1988 is $4.4 million.

• Purchases of cars and trucks reached $40 million in 1987—about $8 million more than the previous year. For 1988, they are projected to be $42.1 million.

Ink-reclamation equipment was broken out as a separate category for the first time. Respondents reported spending $1.3 million on such equipment in '87, and they estimated they will spend $2.1 million on it during the current year.

Newspapers listed a variety of items, including silver-recovery equipment, lawn mowers and facsimile machines, in the "other" category. □

W.R. Grace & Co. acquires Uniroyal unit

The graphic-arts division of Uniroyal Plastics Co. has been acquired by W. R. Grace & Co. for about $20 million.

The Uniroyal product line includes printer's gum and Flex-Light photopolymer printing plates for flexographic printing. □

FMC will market Swiss equipment

The Materials Handling Systems Division of FMC Corp. has become the exclusive North American distributor for Von Roll AG, a Swiss firm that manufactures newsprint roll-handling equipment for newspapers.

Under the agreement, FMC will handle the marketing, distribution, service and support for the Von Roll manual and automated systems.

FMC also manufacturers its own line of automated guided vehicles. □